

**WHAT IS CLAIMED IS:**

1. A program information display apparatus comprising:
  - a user-selected information input unit which receives user-selected information from a user; and
  - a program cell display unit which displays program information corresponding to objects, which are based on the user-selected information input to the user-selected information input unit, as a program cell having a uniform format, regardless of a predetermined characteristic of the program information.
2. The program information display apparatus of claim 1, wherein the user-selected information includes mode information about display modes and day information about broadcast days, the program information comprises program title information, broadcast time information, viewer age restriction information and pay-per-view information, and the predetermined characteristic of the program information is a length of a broadcast.
3. An electronic program guide display apparatus comprising:
  - a program information receiving unit which receives program information about electronic program guide organization programs from a broadcast station;
  - a program information database which stores the program information received in the program information receiving unit;

a mode information input unit which receives mode information about electronic program guide display modes, from a user;

a day information input unit which receives day information about electronic program guide organization days from a user; and

a program cell display unit which extracts program information corresponding to a mode, which is based on the mode information input to the mode information input unit, and a day, which is based on the day information input to the day information input unit, from the program information stored in the program information database and displays the extracted program information as a program cell having a uniform format, regardless of a predetermined characteristic of the program information.

4. The electronic program guide display apparatus of claim 3, further comprising an initial information receiving unit which receives initial information including current day information and current time information from the broadcast station.

5. The electronic program guide display apparatus of claim 4, wherein when no mode information is input to the mode information input unit and no day information is input to the day information input unit, the program cell display unit extracts program information corresponding to a mode indicated by basic mode information and a day indicated by the current day information, from the program information stored in the program information database and displays the extracted program information as the program cell.

6. The electronic program guide display apparatus of claim 5, wherein the program cell display unit displays program information corresponding to a timepoint indicated by the current time information among the extracted program information, based on the initial information received in the initial information receiving unit, as a left most program cell of displayed program cells.

7. The electronic program guide display apparatus of claim 4, wherein when an initial picture restoration command is input from a user, the program cell display unit extracts program information corresponding to a mode indicated by basic mode information and a day indicated by the current day information, from the program information stored in the program information database and displays the extracted program information as the program cell.

8. The electronic program guide display apparatus of claim 3, further comprising a mode information display unit and day information display unit which displays the mode information and the day information for the user.

9. The electronic program guide display apparatus of claim 8, wherein the mode information display unit and the day information display unit comprises:

a mode information icon display unit which displays the mode information respectively as at least one icon for the user and displays an icon corresponding to the

mode which the mode information input to the mode information input unit indicates, in such a manner that the icon is distinguished from other icons; and

a day information icon display unit which displays the day information respectively as at least one icon for the user and displays an icon corresponding to a day which the day information input to the day information input unit indicates, in such a manner that the icon is distinguished from other icons.

10. The electronic program guide display apparatus of claim 3, wherein the program information comprises program title information, broadcast time information, viewer age restriction information, and pay-per-view information, and the characteristic of the program information is a length of the broadcast.

11. The electronic program guide display apparatus of claim 3, wherein the mode information includes setting information of the program information and type information of the program information, wherein the setting information indicates one of a display-on setting and display-off setting for the respective program information and the type information indicates one of drama, news, sports, movies and all of the above, as a display basis for the respective program information.

12. The electronic program guide display apparatus of claim 11, wherein when the mode information input to the mode information input unit is the setting information, the program cell display unit extracts program information corresponding to the display-on setting that the setting information indicates, from the program

information stored in the program information database and displays the extracted program information as the program cell.

13. The electronic program guide display apparatus of claim 11, wherein when the mode information input to the mode information input unit is the type information, the program cell display unit extracts program information corresponding to the type which the type information indicates, from the program information stored in the program information database and displays the extracted program information as the program cell.

14. The electronic program guide display apparatus of claim 3, wherein the day information indicates one of a day of a week and an entire week.

15. The electronic program guide display apparatus of claim 14, wherein when the day information input to the day information input unit indicates the entire week, the program cell display unit extracts program information corresponding to the entire week from the program information stored in the program information database and displays the extracted program information as the program cell.

16. A program information display method comprising:

- (a) receiving user-selected information from a user; and
- (b) displaying program information corresponding to objects, which is based on the received user-selected information, as a program cell having a uniform format, regardless of a predetermined characteristic of the program information.

17. The program information display method of claim 16, wherein the user-selected information includes mode information about at least one display mode and day information about at least one broadcast day, the program information includes program title information, broadcast time information, viewer age restriction information, and pay-per-view information, and the predetermined characteristic of the program information is a length of the broadcast.

18. An electronic program guide display method comprising:

- (a) receiving program information about at least one electronic program guide organization program from a broadcast station;
- (b) storing the received program information;
- (c) receiving mode information about at least one electronic program guide display mode from a user; and
- (d) receiving day information about at least one electronic program guide organization day from a user; and
- (e) extracting program information corresponding to a mode indicated by the received mode information and a day indicated by the received day information, from the stored program information and displaying the extracted program information as cells having a uniform format, regardless of a predetermined characteristic of the program information.

19. The electronic program guide display method of claim 18, further comprising receiving initial information including current day information and current time information from the broadcast station.

20. The electronic program guide display method of claim 19, wherein in the step (e) the program information extracted from the stored program information corresponds to a mode indicated by basic mode information and a day indicated by the current day information, and is displayed as a program cell, when no mode information is input and no day information is received from the user.

21. The electronic program guide display method of claim 20, wherein in the step (e), program information corresponding to a timepoint indicated by the current time information among the extracted program information is displayed, based on the received initial information, as a left most program cell of the displayed program cells.

22. The electronic program guide display method of claim 19, wherein in the step (e), the program information corresponds to a mode indicated by basic mode information and a day indicated by the current day information, and is displayed as a program cell, when an initial picture restoration command is input from the user.

23. The electronic program guide display method of claim 18, further comprising step (f) displaying the mode information and the day information for the user.

24. The electronic program guide display method of claim 23, wherein the step (f) comprises:

(f1) displaying the mode information respectively as icons for the user, and displaying an icon corresponding to the mode which the received mode information indicates in such a manner that the icon is distinguished from other icons; and

(f2) displaying the day information respectively as icons for the user, and displaying an icon corresponding to the day which the received day information indicates in such a manner that the icon is distinguished from other icons.

25. The electronic program guide display method of claim 18, wherein the program information comprises program title information, program time information, viewer age restriction information and pay-per-view information, and the predetermined characteristic of the program information is a length of the broadcast.

26. The electronic program guide display method of claim 18, wherein the mode information comprises setting information related to the program information and type information related to the program information, wherein the setting information indicates one of a display-on setting and display-off setting, for displaying and not displaying the respective program information, and the type information indicates at least one of drama, news, sports, and movies as a display basis for the respective program information.

27. The electronic program guide display method of claim 26, wherein in the step (e), the program information extracted from the stored program information corresponds to the display-on setting which the setting information indicates, and is displayed as a program cell, when the received mode information is the setting information.

28. The electronic program guide display method of claim 26, wherein in the step (e), the program information extracted from the stored program information corresponds to a type which the type information indicates and is displayed as a program cell, when the received mode information is the type information.

29. The electronic program guide display method of claim 18, wherein the received day information indicates one of a day of a week and an entire week.

30. The electronic program guide display method of claim 29, wherein in the step (e), the program information extracted from the stored program information corresponds to the entire week, and is displayed as a program cell, when the received day information indicates the entire week.

31. A computer readable medium having embodied thereon a computer program for a method according to any one of claims 16 through 30.